

# SELLING points

January 2012 Vol. 12, No. 7

MONTHLY RETAILER NEWSLETTER

HAPPY 10<sup>TH</sup> ANNIVERSARY





Dear Lottery Retailers:

HAPPY 10TH ANNIVERSARY to you all!

The South Carolina Education Lottery is 10 years old this month and we are celebrating! Thank you, thank you, thank you, retailers, for helping us reach this significant achievement and for celebrating with us!

To commemorate the occasion, a special anniversary scratch ticket - Diamond Millionaire 10th Anniversary - will launch January 3. Players can win up to \$1 million instantly and enter their non-winning tickets in a Second-Chance Drawing for an additional \$1 million. Be sure to tell your players about this new game so they, too, can take part in the celebration!

And don't forget the exciting Powerball® changes that go into effect on January 15.

- Jackpots will start at \$40 million. Bigger jackpots are the result of the change in ticket price, from \$1 to \$2.
- The PowerPlay® option will remain \$1.
- The overall odds of winning any prize will improve, and there will be more chances to win a prize of at least \$1 million.

We expect our players will be as excited about these changes as we are! More millionaires, bigger jackpots, better odds!

In closing, as we begin this New Year, please remember our goal – to offer our players eye-catching lottery games that are sold and conducted in an atmosphere of honesty and integrity to better serve education in the Palmetto State. Let's all work together to make this happen in 2012 and beyond!

My best wishes to you and your loved ones for a bright and prosperous year!

All my best,

**Paula Harper Bethea**  
**Executive Director, South Carolina Education Lottery**

## Welcome to Selling Points

**Selling Points** is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

## Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the SCEL piece called "Odds of Our Games."

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.



Scotchman #98

Kevin Tawes of the Lottery thanks Manager Leslie Flowers for 10 years of service.

## S U C C E S S S T O R Y

By Kevin Tawes, Coastal MSR

On January 7, 2002, the South Carolina Education Lottery's first scratch-off ticket was sold. This month we are celebrating our 10th Anniversary. Many tickets have been sold in those 10 years, and the Lottery's success would not have been possible without your support.

Throughout this year, we will be highlighting retailers who have been with us since Day One. This month we will be featuring **Scotchman #98** located on the corner of North Rhett and Remount Road in **North Charleston**. Their lottery license number is 100369, which means they were the 369th licensed retailer. Leslie Flowers has been the manager since the Lottery launched.

She remembers many things about the Lottery, especially "the big green machine" and all the different instant tickets we have had. In 2002, we launched with four different instant games. Now we have over 35 to choose from. In those 10 years, the Lottery has launched over 500 instant games. Flowers' customer service and friendliness keeps players coming back to her store. She always has the newest games available and takes time to help people if they have questions about our games.

I want to thank Scotchman, along with all 3,700+ retailers, for all they do to help the Lottery support education in South Carolina.





# HAPPY ANNIVERSARY GREETINGS



For ten years, you have played the critical role in the unparalleled success of the Lottery. We appreciate and value your dedicated effort to improve education in South Carolina.

During this ten-year period, with your enthusiasm, education funding in this state received more than 2.5 billion dollars. At the same time, you helped infuse our economy with nearly 9 billion dollars from the sale of tickets in your locations. Even the most liberal projections made in the beginning of our business did not anticipate these levels of sales and benefits. Your cooperative spirit and desire for success allows all of us to now celebrate these achievements.

Unlike any other public funds, the dollars you helped generate went directly to benefit your sons, daughters, nieces, nephews, brothers, sisters, and cousins – or just someone you know. While the quantity of sales and dollars transferred seem untouchable and abstract, the funds put into the hands of friends and family to further education are tangible, real results from your hard work.

The Board of Commissioners for the South Carolina Education Lottery thanks every retailer – large and small – for your partnership in our mission to support education in our state.

We look forward to a continued successful partnership with you, and to enjoying the benefits all of us reap from improving education in South Carolina.

Happy 10th Anniversary!

Tim Madden, Chairman  
SC Education Lottery

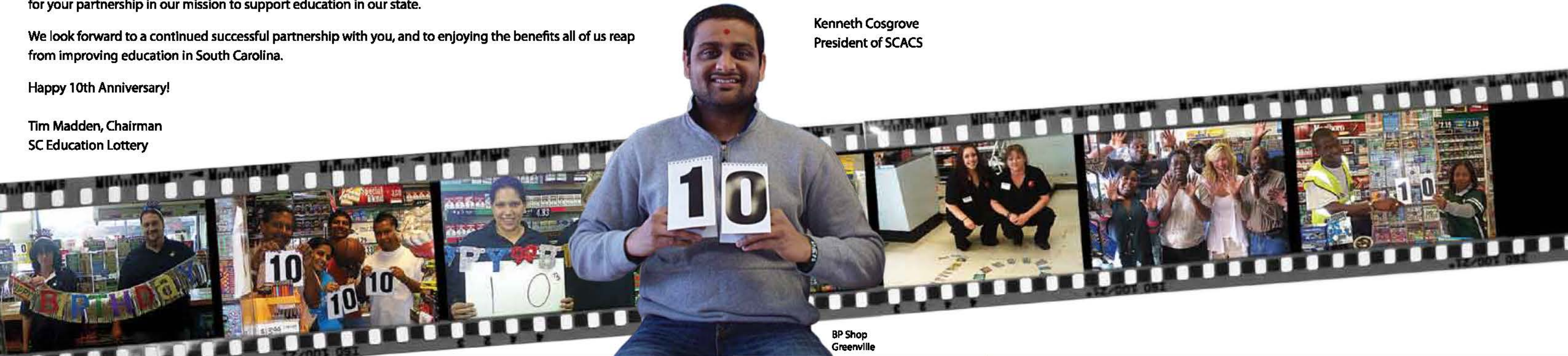


With great pleasure, the South Carolina Association of Convenience Stores (SCACS) and our members salute the Education Lottery on 10 successful years. South Carolina's retailers are the best in the business and we have enjoyed our partnership with the Education Lottery over the years! Retailers always smile when they congratulate a winner or learn that one of their customers is a lottery scholarship recipient. They are the front line that works hard every day selling lottery tickets and making sure players know about the current lottery games and promotions. The State of South Carolina owes each and every one of them unlimited thanks for their contributions to improving education for all.



I am confident those reading this will agree with me when I say that, during a time of much uncertainty, the Education Lottery serves as a stable asset for countless retailers. As an organization, SCACS remains dedicated to unifying, serving, and representing our members. In the Education Lottery, we have found an ally that shares our values and our goals. If the past is any indicator of the future, we have much about which to be excited. It has certainly been a great ride so far. Here's to continuing a productive partnership in the years ahead!

Kenneth Cosgrove  
President of SCACS





Holiday Closings

**JANUARY:**  
**Mon., Jan. 2:** SCEL and our delivery partners will be closed to observe the New Year's holiday. Tickets ordered **BEFORE 5 p.m. on Fri., Dec. 30**, will be delivered on Tues., Jan. 3. **STOCK UP EARLY** for the holiday weekend. Drawings held as scheduled.

**Mon., Jan. 16:** SCEL's offices will be closed to observe the Martin Luther King, Jr. holiday. Retailers will NOT be able to order tickets. Order early! Drawings held as scheduled.

**FEBRUARY:**  
**Mon., Feb. 20:** SCEL offices will be closed to observe the Presidents' Day holiday. Retailers will NOT be able to order tickets. Remember to order early. Drawings will be held as scheduled.

Tax Time Reminders

**Players:** 803-253-4004 (Business hours are 8:30 a.m. to 5 p.m., Monday through Friday)  
• If in need of a copy of his or her W-2G tax form, a player may call to request a copy from the Columbia Claims Center.

**Retailers:** 1-866-737-7235, Option 3 (Business hours are 8:30 a.m. to 5 p.m., Monday through Friday)  
• Non-Corporate Retailers will be mailed their 1099s for receipt by Tuesday, January 31, 2012. Additional 1099 copies may be requested from the retailer accountant in the Finance Department.  
• Corporate Retailers do not receive 1099s but may request a Commission Information Report of total commissions from their retailer accountant.



It's a real gem!

Help us celebrate! Encourage players to enter the \$10 **Diamond Millionaire Second-Chance Promotion**. Players can enter non-winning \$10 **Diamond Millionaire 10th Anniversary** tickets by mail or online at [sceducationlottery.com](http://sceducationlottery.com). To enter by mail, players must sign and legibly complete the ticket back, add postage, and mail the ticket like a postcard.

WIN UP TO \$1 MILLION ON DIAMOND MILLIONAIRE

By Christine Green, Product Manager

Diamonds, known for their strength and beauty, are often used to commemorate significant occasions...like the Lottery's 10th Anniversary!

Players can join in the celebration by playing a special anniversary game with a top prize of \$1 MILLION! Launching on January 3, **Diamond Millionaire 10th Anniversary** offers the chance to win up to \$1 MILLION!

The anniversary celebration continues with a SECOND-CHANCE DRAWING where players can enter for a chance to win an additional \$1 MILLION! Remind your players to enter all non-winning **Diamond Millionaire 10th Anniversary** tickets for the second-chance drawing. The drawing will be held no sooner than 30 days after the last day to sell **Diamond Millionaire 10th Anniversary** tickets.

Odds of winning the \$1 MILLION second-chance prize depend on the number of entries received.

ENHANCEMENTS TO POWERBALL® START JANUARY 15. ARE YOU READY?



Retailer Incentive

The South Carolina Education Lottery is pleased to announce a retailer incentive tied to Powerball® sales. Beginning with the launch of the new Powerball® game enhancements on Sunday, January 15, you can earn entries into a drawing for \$500 to be shared by your store employees. The more your sales increase, the more chances you have to win. A total of \$38,000 will be awarded. Your Marketing Sales Representative will provide information on the incentive.

By Christine Green, Product Manager

**Bigger, Better & More:** Revamped Powerball® offers larger starting jackpots, better overall odds and MORE MILLIONAIRES!

Some things do get better with age. Powerball® is celebrating its 20th birthday with a game redesign that will bring more value to players.

Jackpots will start at \$40 million and are expected to increase by a minimum of \$10 million each roll. The overall odds of winning any prize are also improved, and there are more chances to win a prize of at least \$1 million.

To support the value, the starting price point for a Powerball® ticket is changing to \$2.

The PowerPlay® option will continue as a game add-on for an additional \$1 per play. Instead of the multiplier feature, the new PowerPlay® will offer increased set prize levels.

Starting Sunday, January 15, players will still choose their first five numbers from a pool of 59. The group of numbers in the Powerball® pool will shrink from 39 to 35, producing better overall odds of winning a prize in the game. The new Powerball® will continue to offer players nine ways to win prizes, with the second prize moving up to \$1 million in cash from the current \$200,000, and the lowest prize level (only matching the Powerball®) increasing from \$3 to \$4. With the extra \$1 for PowerPlay®, players will have the chance to win \$2 million cash on the match 5 prize.

The Mega Millions® jackpot game, Palmetto Cash 5, Pick 3, Pick 4 and scratch games will still be available for those players who prefer the \$1 price level.



Spinx Liberty 444  
Liberty

More Than **932,000** College Scholarships Awarded!

Piedmont Petroleum Corner Mart  
Greenville



Circle K Stores #5963  
Fort Mill

Kelly Grocery  
Kingstree



# UPCOMING games

The following games are scheduled to launch Tuesday, January 3:

The following games are scheduled to launch Tuesday, January 24:



Launch dates and tickets are subject to change as necessary.  
Artwork shown is not necessarily representative of final product and is subject to change.



## TICKET alerts\*

Tues., Jan. 3: Last day to redeem Black Pearls (#471).

Fri., Jan. 6: Last day to return Triple Moneybags (#442), Love to Win, (#453), A Gift for You (#456), Lucky Money (#460), Wicked 1's (#465) and Hit \$25 (#469).

Tues., Jan. 10: Last day to redeem Palmetto Cash (#410) and Bass Pro Shops® (#462).

Wed., Jan. 11: Last day to sell Instant Carolina 5 (#415).

Fri., Jan. 20: Last day to return Money Stack (#473) and Money Machine (#481).

Tues., Jan. 24: Last day to redeem Pinball Payout (#466).

Fri., Jan. 27: Last day to return Giant Jumbo Bucks (#427) and Beach Bucks (#478).

Tues., Jan. 31: Last day to redeem Some Like it Hot (#470) and Lemon Twist (#474).

## ENDING games\*

Please start selling down the following:

**SC-415 Instant Carolina 5**

Last day to sell:  
Wednesday, January 11, 2012

Last day to return:  
Friday, February 10, 2012

Last day to redeem:  
Tuesday, April 10, 2012

\* Watch for UPDATES to ending dates that are sent via your lottery terminal.

Ending game dates are current as of Tuesday, November 22.